



SERVICE BROCHURE

SALES TEAM SERVICES



Sales Team Services
Viewpoint Analysis Ltd

SALES TEAM SERVICES SERVICES BROCHURE

Introduction

Sales Team Services acts as the sales partner to IT vendor marketing teams across the world. Providing sales-related services that help them improve their marketing and sales activities. Our services fall across three primary categories - **Account Research**, **Pipeline Services**, and **Sales Admin**.

Account Research

Account Research is one of our core areas and we provide comprehensive research for technology companies who need to know more about their prospective clients or their largest customers. Our research covers the globe - from North America to Europe and from Africa to Asia.

Conducting account research is difficult for most sales and marketing teams as it takes precious time that most can ill afford to dedicate to the process. However, the results are crucial and enable messaging to be much tighter to the customer needs and communicated to the right contacts.

Research is focused on the following areas:

- ABM
- DBM / Pursuit Profiles
- Key Accounts
- Account and Territory Profiling

Further information can be found at:

<https://www.salesteamservices.com/account-research>



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Pipeline Improvement

Our Pipeline Improvement area features a number of services that are designed to help marketing teams audit their pipeline and ensure that they understand what's working, and what's not working as opportunities flow down the funnel.

As Viewpoint Analysis and Sales Team Services sit between the buyer of IT and the vendors of IT, we are able to deliver services that deliver results that few other companies can.

- **Win Loss Analysis** - interviewing customers to understand why they decided not to buy.
- **Competitor Analysis** - providing a complete 360-degree view of your key competitors to change the game.
- **Disqualified Leads Audit** - re-qualifying each disqualified lead or a given percentage to understand lead challenges.
- **Market Perceptions 360** - providing a full review of how your business and brand is perceived in the market - interviewing prospects, partners, customers, and more.
- **Viewpoint Panel** - bringing customers together for research.

Further information can be found at:

<https://www.salesteamservices.com/pipeline-improvement>



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Sales Admin

Outside of our packages of work, we have a catch-all service to provide sales administration services for the sales and/or marketing teams.

If you or your team have a specific piece of work that needs an extra pair of hands, our Sales Admin Service will accommodate you if and where possible. Just tell us the challenge and we will let you know if we can help, and how much it costs.

The scope of our work varies with each customer, but some good examples of regular services include:

- Contacts Build
- CRM Contact Clean-Up
- Sales Messaging Development
- Contact Research
- Account Plan Builds

Further information can be found at:

<https://www.salesteamservices.com/sales-admin>



WHO ARE WE? SALES TEAM SERVICES....

Sales Team Services is part of Viewpoint Analysis Ltd, the Technology Matchmakers. We are the sales partner to technology vendor marketing teams, helping them to understand their customers better than ever before.

We offer a range of services for sales and marketing leaders. They include:

- **Account Research**
- **ABM & DBM Customer Research**
- **Win Loss Analysis**
- **Disqualified Leads Audit**
- **Competitor Analysis**
- **Sales Admin**
- **Contact Research**
- **Account Plan Creation**

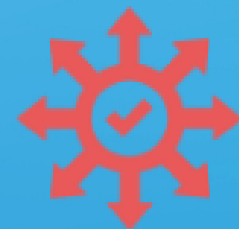
And more.... just let us know how we can help.

Where we are:

Sales Team Services
Viewpoint Analysis Ltd
3rd Floor, St Paul's House
23 Park Square South
Leeds
LS1 2ND

How to contact us

Contactus@viewpointanalysis.com
or
Tel: 0113 5129252



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